Webinars

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What webinars are

- **Webinars are online seminars where you use an online platform to give a presentation or conduct a discussion with other speakers**
- People from all over the world can sign up and attend virtually, ask questions, or participate in different ways
- Webinars are usually 60 minutes long and free to attend
- Benefits of running a webinar:
  - You show off your expertise
  - You re-use some of your best content
  - They're presented in a multimedia format - you show the presenter but also other things on screen, like slides or walkthroughs
  - You interact with your audience by asking and answering questions
  - You get to show off your personality and make new connections
- Disadvantages of the webinar format:
  - a video recording might have a short shelf life
  - it might be out of date at some point
  - it's hard to change it afterwards, you'd have to record a new version if it needs updates
  - you need to have some public speaking skills